**Ayush Rai**

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**MACHINE LEARNING TECHNIQUES**: Regression, K-Means,

PCA, Decision Trees, K-NN, Boosting, Bagging, SVM, Text Mining, A/B Testing, Statistical Inferential Techniques

**TECHNICAL SKILLS:** Python, R, SQL, SAS, Tableau, PySpark,

EDUCATION

[Master’s in Business Analytics](https://business.uc.edu/academics/specialized-masters/business-analytics.html) (**DROPOUT – half course completed) – due to an almost fatal accident** *Fall,2020* **UNIVERSITY OF CINCINNATI- CARL .H. LINDNER SCHOOL OF BUSINESS GPA- 3.93/4**

Bachelor’s in Mechanical Engineering CGPA: 7.3/10

[INDIAN INSTITUTE OF INFORMATION TECHNOLOGY](https://www.iiitdmj.ac.in/)

High School & Intermediate Percentage: 92.8% and 75.3%

[SAINT JOHN BOSCO COLLEGE](http://www.johnboscocollege.in/)

Hive, Google Big Query, Clevertap, Optimizely, Firebase, Xpress IVE,

**PROFESSIONAL BACKGROUND -** <https://raiayush1993.wixsite.com/experience>

**PROFESSIONAL SUMMARY –**

I'm an experienced professional, with more than 5 years of experience in Analytics and Management with special expertise in Retail and Consumer Projects. I've solved various revenue and sales problems for various Fortune 500 companies with my experience across Mu-Sigma, Dunnhumby, and Naspers(@OLX) or within startups. Hence, I have been involved with CRM and everything revolving around customer insights and engagement. I’ve implemented and created projects ranging from core technical and rewarding domains like Attrition Modelling, Sentiment Analysis, Market Basket Analysis to very subjective topics of personalization and customer preferences. Some of my past projects have been with brands like NIKE, COLES, WALMART, CITI-BANK, TESCO, METRO(Canada), OLX-Dubbizle-Letgo, etc and have been highly rewarding and helpful

*Please find below some of my proficiencies:*

**Basic CRM tools used:** Clevertap, Firebase, Firepath, Selenium, Salesforce, Clickview, Neilson Data  
**Data Manipulation :** Python, R, SAS, BigQuery, SQL(all platforms), AWS, all SQL engines,HIVE, Pyspark  
**Data Visualizaton :** Tableau, Spotfire, Power BI  
**Machine Learning :** Regression Techniques, Unsupervised(K-means , K-NN), SVM, Principal Component  
Analysis, Decision Trees, Bagging and Boosting, Neural Networks.  
**Projects** : Media Campaign Analyses, Text Mining, Operations Research, Insight Reporting , Product And Feature Analysis, Product Maintenance and Improvement Analyses, Clickstream Data Handling, Dev Tracking Setup

**ORGANIZATIONAL EXPERIENCE BRIEF/SUMMARY –**

**Product Manager - Data Science and Fraud Teams@Pocket52, Bangalore May,2020 – Present**

* Manage both data science and fraud teams and projects associated for solution ideation and tech application considering customer engagement viewpoints.
* Implemented large scale and novel attrition check modelling
* Deployed efficient customer segmentation practices, and generated crucial business insights
* Created and implemented an in-house A-B testing service for all deployed variant testing and other occasional product improvement probes

**Graduate Assistant (Consulting) @Center of Business Analytics- University of Cincinnati, Ohio August,2019 – January,2020**

* Assist top companies around Cincinnati in consulting projects
* Organized several national analytics conferences and summits for data science in association with the center
* Assisted in corporate training sessions conducted at the center in association with the companies working with the center

**Senior Product Analyst (User Growth and Products) @NASPERS GROUP – OLX, Gurgaon, Haryana January,2019 – July,2019**

* Built and introduced segmentations for the first time on OLX utilized for Buy Till You Die Models improving the buyer retention rate by 3% using efficient sales efforts at required intervals
* Introduced and implemented novel Lead management system with features like B2B tool, Quick Filters and Markup Options, etc. in the chat module of Panamera global app, which resulted in 10% increase in response rate, 4% increased listings and 27% bug reduction WOW
* Designed the carousel layout for newly launched Real Estate Projects and modified the guide screens for increasing traffic at point of entry from 3% to 10%

**Senior Business Analyst @dunnhumby (Customer Engagement and Media, UK and Canada) April,2017 – January,2019**

* Designed and Implemented an Audience Selection Tool and an Offer Matrix Tool based on PCA and Clustering techniques to identify appropriate audiences for 130 suppliers and 250 campaigns bi-weekly which decreased campaign management time from 2 weeks to 3 days and increased capacity to accommodate campaigns by 4X
* Built a Media Harmony Tool for Campaign Evaluations which reduced the workaround time for evaluations by 33% because of batch processing inputs
* Developed a Customer Propensity Model for one of the largest retailers in Canada which saved 13mn in revenue due to mixing low-cost and high-cost media for customers as per their preferences
* Implemented and designed a recommendation engine using Market Basket and Affinity Analyses for one of the world’s largest fast food giant to increase their MOM sales by 10% in the first 3 months itself
* Contributed to the ongoing Brand Growth Project in association with the CEO and leadership, which was presented at the IGD Retail Conference,18 and fetched 600k in revenue from the first onboarded client

**Data Scientist @ IMPACT ANALYTICS (Promo Council, Marketing Team) November,2016 – April,2017**

* Developed a novel Promotion Optimization technique using machine learning providing an easy-click solution to one of the largest pet stores in US which enabled them to identify and invest calculably in all major supplier (funded/partially funded) promotions throughout the year saving them estimated 300mn in the following year

**Decision Scientist @ Mu Sigma Inc. (Customer engagement teams) October,2015 - November,2016**

* Worked on solutions that influenced promotions and increased customer engagement for one of world’s largest sports company using app usage and email marketing across 42 countries, 6 geographies and on average 30 campaigns while automating the Audience Selection reports as clickable reports, reducing the workload from 3 days to 2 hours
* Developed a Customer Attribution Model for Australia’s premier retail giant to reduce bring down attrition from 30% to 10% within the first 6 months
* Used K-NN to identify areas of warehouse setup for Japan’s premier e-commerce giant to expand availability at stores and increase usage by estimated 15%

**CO-CURRICULARS:**

Helping hands community @Dunnhumby

Analytics SME’s global group @Dunnhumby

Cricket, Pool, Football, Badminton Teams@ Dunnhumby & Mu-Sigma

Music Club Band @Mu Sigma

Global Green Team @Dunnhumby

Python Instructor @Mu-Sigma & Dunnhumby

**HONORS@WORK:**

**LEADERSHIP EXPERIENCE:**

Python Instructor@ Mu Sigma University

New Technology Instructor @Dunnhumby

Technology Renewal Member @Dunnhumby

Rapid Action Task Force @Dunnhumby

Analytical Renewal Team @Dunnhumby

Spot Award @Mu Sigma INC

PAY IT FORWARD Award @Dunnhumby

VALUES IN ACTION Excellence Award-

Collaboration @ Dunnhumby

WINNERS OF POOL TOURNAMENT 2018

Doubles@Dunnhumby

Finalists of Mixed Carrom@Dunnhumby